

## CLAIMS

1           A method for marking a position along the length of a moving material web, the method comprising: attaching a removable label to an edge of the material web to be marked, wherein the label comprises an upper show surface and a contact surface facing away from the upper show surface for  
5           contacting the material web, the contact surface having an adhesive zone of a releasable adhesive extending across an interior portion of the contact surface and a pair of opposing substantially adhesive free zones extending between the adhesive zone and opposing perimeter edges of the label, the label being attached to the edge of the material web by the releasable adhesive with one of said pair  
10           of opposing substantially adhesive free zones projecting substantially outboard of the material web and with the other of said pair of opposing substantially adhesive free zones being disposed inboard of the edge of the material web such that the portion of the label projecting outboard from the edge of the material web is substantially adhesive free.

15

2.           The invention according to claim 1, wherein the upper show surface is of a substantially reflective metallic character.

3.           The invention according to claim 1, wherein said label is substantially rectangular in geometry having a top edge, a bottom edge and two lateral edges.

4.           The invention according to claim 3, wherein the adhesive zone is disposed substantially at the center of the contact surface and wherein one of said pair of substantially adhesive free zones extends between the adhesive zone and each of said two lateral edges.

5

5. The invention according to claim 4, wherein the adhesive zone occupies not greater than about 75 percent of the total surface area of the contact surface.

6. The invention according to claim 4, wherein the adhesive zone occupies less than about 70 percent of the total surface area of the contact surface.

7. The invention according to claim 4, wherein the adhesive zone occupies less than about 60 percent of the total surface area of the contact surface.

8. The invention according to claim 1, wherein the material web comprises a textile fabric.

9. The invention according to claim 1, wherein the label is heated prior to being attached to the edge of the material web.

10. A method for marking a position along the length of a moving material web, the method comprising: expelling a removable label onto the material web to be marked from a position at a spaced distance away from the material web for adherence at a predetermined position along the edge of the material web, wherein the label comprises an upper show surface and a contact surface facing away from the upper show surface for contacting the material

5

web, the contact surface having an adhesive zone of a releasable adhesive extending across an interior portion of the contact surface and a pair of opposing substantially adhesive free zones extending between the adhesive zone and opposing perimeter edges of the label, the label being attached to the edge of the material web by the releasable adhesive with one of said pair of opposing substantially adhesive free zones projecting substantially outboard of the material web and with the other of said pair of opposing substantially adhesive free zones being disposed inboard of the edge of the material web such that the portion of the label projecting outboard from the edge of the material web is substantially adhesive free.

11. The invention according to claim 10, wherein the upper show surface is of a substantially reflective metallic character.

12. The invention according to claim 10, wherein said label is substantially rectangular in geometry having a top edge, a bottom edge and two lateral edges.

13. The invention according to claim 12, wherein the adhesive zone is disposed substantially at the center of the contact surface and wherein one of said pair of substantially adhesive free zones extends between the adhesive zone and each of said two lateral edges.

14. The invention according to claim 13, wherein the adhesive zone occupies not greater than about 75 percent of the total surface area of the contact surface.

15. The invention according to claim 13, wherein the adhesive zone occupies less than about 70 percent of the total surface area of the contact surface.

16 The invention according to claim 13, wherein the adhesive zone occupies less than about 60 percent of the total surface area of the contact surface.

17. The invention according to claim 1, wherein the material web comprises a textile fabric.

18. The invention according to claim 1, wherein the label is heated prior to being attached to the edge of the material web.

19. A method for marking a position along the length of a moving material web, the method comprising: attaching a removable label to an edge of the material web to be marked, wherein the label is substantially rectangular in geometry bounded by a top edge, a bottom edge and two lateral edges, the label comprising an upper show surface and a contact surface facing away from the upper show surface for contacting the material web, the contact surface having a substantially centrally disposed adhesive zone of a releasable adhesive and a pair of opposing substantially adhesive free end zones extending between the adhesive zone and each of said two lateral edges, the label being attached to the edge of the material web by the releasable adhesive with one of said pair of opposing substantially adhesive free zones projecting substantially outboard of the material web and with the other of said pair of opposing substantially adhesive free zones being disposed inboard of the edge of the

15 material web, such that the portion of the label projecting outboard from the edge of the material web is substantially adhesive free.

15 material web, such that the portion of the label projecting outboard from the edge of the material web is substantially adhesive free.